

2022-2023 The State of Digital Adoption

From transformation to adoption:
How Nordic enterprises can unlock value from their digital spend

635

business leaders surveyed

Global enterprises across 11 industries analyzed

Why is digital adoption needed?

50%

of Nordic enterprises are **under pressure to accelerate** digital transformation

58%

of **digital KPIs** are not met by Nordic enterprises every year

30%

of Nordic enterprises say employees **lack digital dexterity** to use applications effectively

49%

of Nordic leaders say poor digital experiences likely **contribute to employee resignations**

What does Nordic digital adoption look like today?

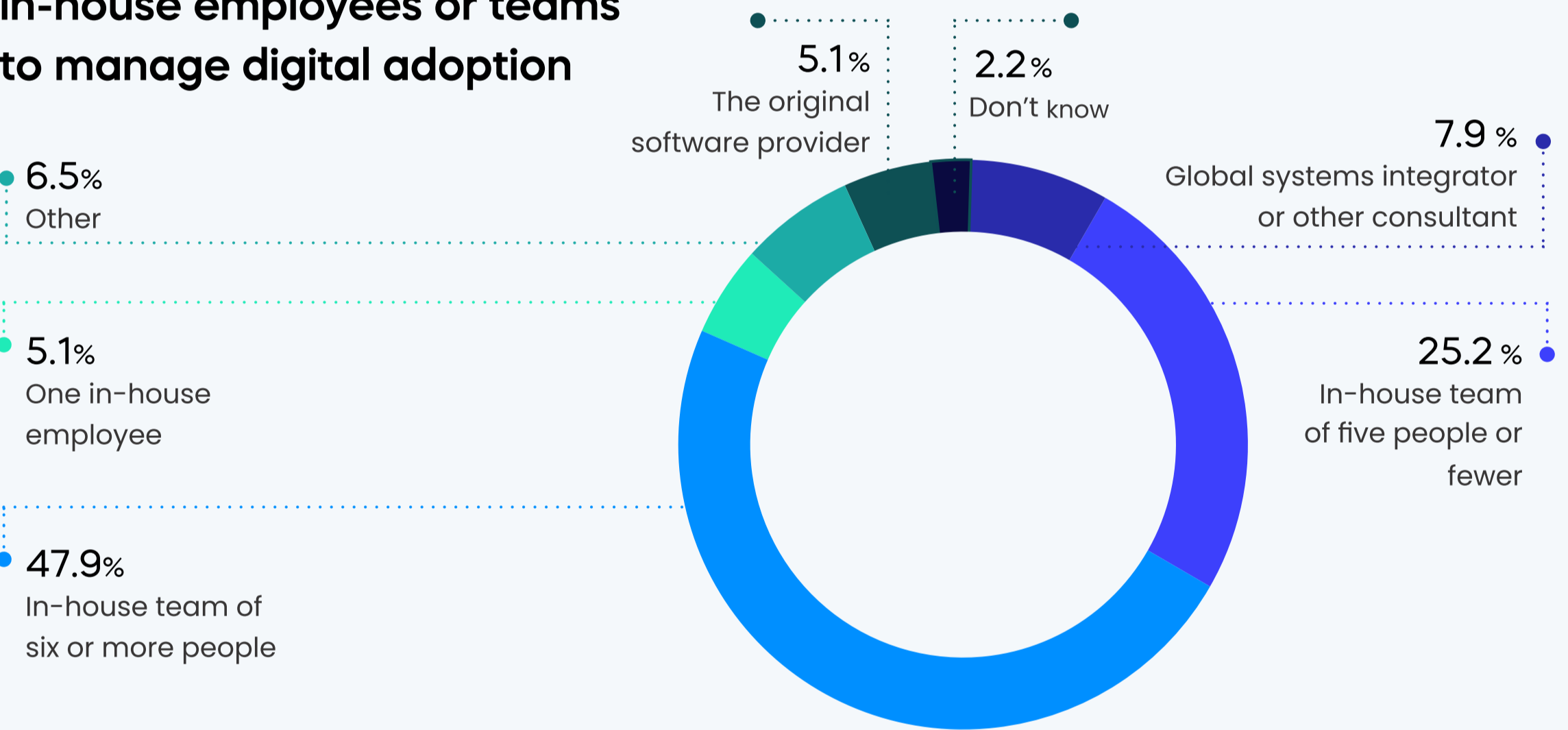
48% of Nordic decision makers think a lack of end-user adoption negatively impacts digital ROI

48%

Yet, only 21% of Nordic enterprises use adoption as a digital transformation KPI

21%

78% of enterprises have in-house employees or teams to manage digital adoption



Building your digital adoption strategy

What does failed digital adoption mean for your organization?
Having the right strategy can help you achieve your targets faster.

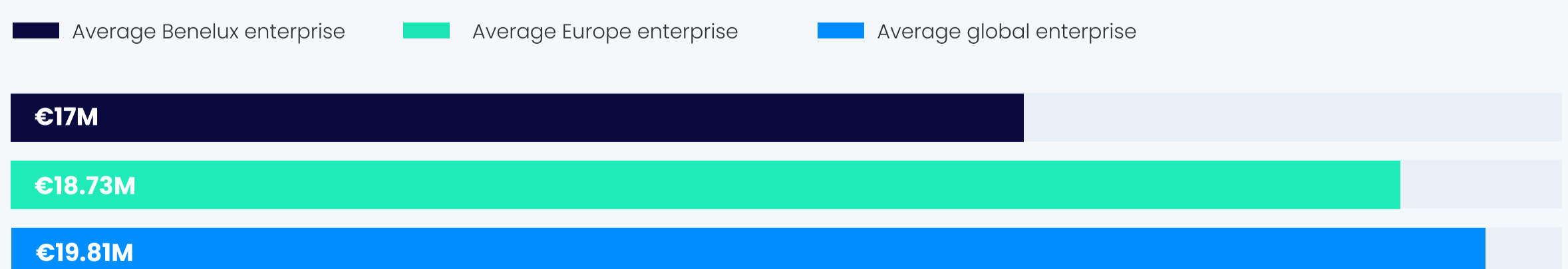
Top-5 consequences of failed digital adoption

- Increased security risk
- Operational inefficiencies and wasted resources
- Poor employee retention
- Failure to adapt to industry changes
- Lost competitive advantage

Top-5 priorities for new technologies

- Improving existing IT security
- Optimizing support for hybrid work
- Efficiently increasing application utilization
- Adapting to cutting-edge technologies (e.g., edge computing, blockchain)
- Improving infrastructure and cloud migration

Planned digital adoption investment



Nordic enterprises are investing heavily in digital adoption.

Will you?

Learn how your digital adoption strategy compares to leading global enterprises

Get the full report